



## Georgia Safe Routes to School Resource Center Monthly Progress Report September 2013

Please see the attached document for a complete list of Partner Schools. The Resource Center has 433 Partners. The Outreach Team continued its comprehensive update of all Partner Schools, asking Partners to register with the Resource Center and to provide updated information and new contacts. Registered Partners' SRTS programs are being assessed to assign current partner levels. An online form was developed to make this process more efficient. School Outreach Coordinators (SOCs) identified school champions and met with them to understand their Safe Routes program needs as well as to promote and provide incentives for International Walk to School Day.

### Territory Outreach Highlights

#### Metro Atlanta Territory

**Nichole Hollis, School Outreach Coordinator**

Nichole Hollis manages 127 Partners in the Metro Atlanta Territory. She met with stakeholders including **Safe Kids Gwinnett**, **Safe Kids Clayton**, and **Safe Kids Dekalb** to form a plan that would help to strengthen SRTS through collaboration in each of those counties.

Nichole presented at **Clayton County's Board of Health** monthly meeting. She informed the group that Clayton County requires all students to walk to their designated schools if they live within half of a mile of the school. She plans to continue to educate Clayton County schools and the community on the benefits of the program and how it fits in with their schools' needs.

The **Environmental Protection Agency (EPA)** gave the Resource Center free anti-idling materials and Children's Health Month posters for October. Many schools were pleased to receive these educational materials along with the incentives that we provide for International Walk to School Day. The EPA, along with the Resource Center, will be at **Bob Mathis Elementary School** for International Walk to School Day on October 9<sup>th</sup>. Nichole will sign the school on as a Partner with the Resource Center in October.

#### North Georgia Territory

**Alicia Hatcher, Senior School Outreach Coordinator**

Alicia maintains 101 Partners in the North Georgia Region. She gave one presentation in September. She provided information to **We Can! in Cobb County**.

Alicia attended the first Walk to School Day at **Barrow Elementary School** in Athens for the 2013-2014 school year. Over 170 students (37% of



the school population) walked or biked to school. Many parents walked too. And since Athens is the home of The University of Georgia (UGA) Bulldogs, the UGA Equestrian team was there to greet students and hand out stickers. Many parents stayed after students went to class to have coffee and chat with the principal, which is done after each monthly Walk to School Day.

**Woodstock Elementary School** in Woodstock recommitted as a School Partner for the 2013-2014 school year. Alicia met with School Champions to discuss plans for International Walk to School Day. Students and parents will meet in downtown Woodstock and make the one-half mile journey to school with a police escort. Students who walk will receive Resource Center incentive items. Woodstock Elementary completed their Student Travel Tallies via the online option with Survey Monkey the week of September 30<sup>th</sup>.

Alicia met with Principal Marc Fuerbach of **Calhoun Elementary School** to discuss plans for their SRTS program. A new sidewalk is currently being built in a neighborhood with a large student population adjacent to the school and is slated to be completed by December 2013. Due to the construction, Calhoun Elementary will be participating in Georgia Walk to School Day in March when the sidewalks are complete to encourage more students to walk to school daily. The school is planning to complete their Student Travel Tallies in October.

### **East Central Territory**

**Taki Gartrell Smith, School Outreach Coordinator**

Taki continued meeting with Partner schools encouraging them to recommit to SRTS. She maintains 95 school Partners in the East Central Territory. As a result of those meetings, several schools in the East Central Territory pledged to recommit to the program and registered for International Walk to School Day. Taki also provided her schools with valuable resources and information to make their Walk to School Day event a success.

In addition to meeting with Partners, Taki met with Friends of the Resource Center and attended several community meetings including the **Safe Kids of Toombs County** meeting in Vidalia, the **Live Healthy Baldwin** weekly meeting in Baldwin County, and the **Columbia County Board of Education** bi-weekly meeting in Evans.

Taki made presentations at the **Heart of Georgia RESA Curriculum Directors Meeting and the Richmond County Board of Education Title I Parent Facilitator Meeting**. At the RESA meeting on September 19<sup>th</sup>, she presented the SRTS NHTSA Pedestrian Safety Curriculum. In attendance there were 18 directors from surrounding areas. At the quarterly Title I Parent Facilitator Meeting on September 23<sup>rd</sup>, Taki introduced the SRTS program to over 30 Title I Parent Facilitators in Richmond County. All the facilitators were encouraged to inform their principals about the program. At both meetings, Taki encouraged participation in International Walk to School Day.

**YES Program of Baldwin County** signed on as a new Friend Partner. The YES (Youth Enrichment Services) Program is an after-school program that collaborates with five schools in Baldwin County. The program is interested in implementing the NHTSA Pedestrian Safety Curriculum provided by the Resource Center. Taki and the program coordinator are in the process of setting up dates for a training session in October or November.

At the end of the month, Taki had the pleasure of meeting with eight school principals and Champions in Richmond, Columbia, and Baldwin counties. All the schools are eager to participate in this year's Walk to School Day event.

### **Southwest Territory**

#### **Chelsea Carter, School Outreach Coordinator**

Chelsea maintains 71 Partners in the Southwest Georgia Territory. Twelve partners recommitted to the program in September. Chelsea delivered one presentation in Jesup to the **Safe Kids Wayne County Coalition**.

Chelsea met with the **Fayette Safe Kids Coalition** to plan presentations at **Peeples Elementary's School Safety Day**. Chelsea will be presenting the NHTSA Child Pedestrian Education on October 18<sup>th</sup>. The **Columbus Safe Kids Coalition** has asked her to present at the coalition's meeting on October 21<sup>st</sup> and has committed to continuing their collaboration efforts with Safe Routes.

Chelsea met with the **Three Rivers Regional Commission** in Heard County and the **River Valley Regional Commission** in Columbus. Chelsea is exploring a potential presentation at the Georgia Statewide Regional Commissions Conference this November and other opportunities for the Resource Center to communicate with the regional commissions.

In the **South Georgia Regional Commission** area, **Lowndes County School District** has scheduled a large and highly publicized Walk Your Child to School event including radio PSAs and attendance of city officials at schools including **Newbern Middle School** and **Southeast Elementary School**. Chelsea attended meetings for a new group in Valdosta called **Safety Action Group**, which works to promote safety in the town through various groups like The Haven, a non-profit community shelter, and Moody Air Force Base.

### **Coastal Georgia Territory**

#### **Patti Sistrunk, Project Manager and Senior School Outreach Coordinator**

Patti maintains 39 Partners in the Coastal Georgia Region. She met with schools in Chatham and Camden counties in September. **East Broad Street School**, a previously inactive Partner, recommitted to SRTS and is planning an IWalk event. **May Howard Elementary School** is preparing to host the IWalk focus event for Chatham County with the support of **Safe Kids Savannah**.

**Safe Kids Kingsland** coordinator Charles Roney met Patti in Camden County to discuss Partner schools and to meet with some schools in the district. Chelsea shadowed Patti at meetings in Camden County and met with Charles to discuss potential in Charlton and Brantley Counties in her territory. Safe Kids Kingsland provides safety education throughout the region and provided his contacts in the schools. **Matilda Harris Elementary School** will be the Safe Kids Kingsland focus school for IWalk on October 9<sup>th</sup>.

Patti supported the **Safe Kids Savannah** Youth Triathlon on Saturday, September 7<sup>th</sup>. The event included about 80 children swimming, bicycling, and running at and near the Chatham County Aquatic Center. Patti contributed bike safety bookmarks, bicycle registration, and displayed SRTS materials. Participants and their families received information about Safe Routes programs in their registration packets.

### **Marketing**

For **International Walk to School Day (IWalk)**, incentives including blinking safety lights, pencils, magnets, and stickers were distributed to registered Partners. The marketing team also updated some IWalk materials and downloadable, customizable items for use by schools and



community groups for events. The website home page highlighted International Walk to School Day, and the IWalk landing pages were updated for this year's event. Carol Kachadoorian, the Resource Center's Marketing Manager, created a template press release for local communities to utilize and a press release promoting IWalk throughout Georgia. That release was provided to GDOT and used regionally to promote support. A post-event survey was developed and will be available to school Champions to fill out after IWalk events.

SOCs received business cards in September. Additionally, reusable tote bags with the GA SRTS logo printed on them were ordered. These will be given as incentives to Champions.

## **Training**

Resource Center management planned training sessions for the Outreach Team's Quarterly meeting to be held October 14<sup>th</sup>-16<sup>th</sup> in Atlanta. The team will be trained to update the website and utilizing the website in outreach efforts. Additionally, the SOC's will be trained to instruct educators in the National Highway Traffic Safety Administration (NHTSA) Child Pedestrian Safety Curriculum. Finally, Alicia and Patti will present various modules of the SRTS National Course to the new outreach staff members. We'll do a mock walk audit and observe dismissal at a nearby school.

The National Center for SRTS held a webinar/training in mid-September. The topic was the data center changes and how to best utilize the service for data collection. The National Center has made valuable changes to the data system that may improve our ability to analyze the data we collect through Student Travel Tallies and Parent Surveys.

## **Thirty-day "Look Ahead" Period**

International Walk to School Day is October 9<sup>th</sup>. Team members will focus efforts during the first two weeks of October on IWalk promotions, incentive delivery, and events. Each SOC will attend events in their territory.

The Outreach Team will meet in Atlanta October 14<sup>th</sup>, 15<sup>th</sup>, and 16<sup>th</sup> for the Fall 2013 Quarterly Team Meeting and Training. As noted in the Training section of this report, SOC's will be trained to deliver NHTSA Child Pedestrian Safety Curriculum training to educator. Starting in mid-October, SOC's will promote the curriculum to partner and community groups.

Additionally, the Resource Center will develop the process, timeline, and application for School Travel Plan Assistance. This service will be provided to two schools in Georgia during winter/spring 2014. The Resource Center will invite schools and communities to apply for Travel Plan Assistance starting the week of October 21<sup>st</sup>. The application will be open through mid-November.

The outreach team will continue to collect Student Travel Tallies, promote SRTS strategies, schedule and deliver SRTS presentations, and develop strong SRTS programs at schools and in communities throughout Georgia.